



## Dr. Patrick Bohl

Year of birth: 1972

### Qualifications, scientific degrees

#### Higher education qualifications

- 1991 - 1998  
Johannes Gutenberg University of Mainz, Master of Science (főiskolai)

#### Scientific degrees and awards

- 2016, PhD  
Corvinus University of Budapest

### Career

#### Workplaces

- 1998 - 2002  
British Airways plc.,
- 2002 - 2007  
Malév Hungarian Airlines plc.,
- 2008 -  
Corvinus University of Budapest ,
- 2008 -  
Budapest Airport Zrt.,

#### Membership in board of supervision and directors

- 2017 -  
Central and Eastern European Travel Retail Association, Chairman of the Board
- 2016 - 2018  
ACI Europe Commercial Forum, Chairman
- 2017 -  
European Retail Association, Member of the Supervisory Board

### Language skills

Language	Speaking	Writing	Reading	Media appearance
German	Advanced	Advanced	Advanced	

# Colleague CV: Dr. Patrick Bohl

English	Advanced	Advanced	Advanced	
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## Research, professional activity

### Major taught courses or fields of education:

- Marketing Strategy, International B2B Marketing, Intercultural Marketing, Go-to-market Strategy, Sales Management (in English)- Marketingmanagement, Grundlagen des Marketing (in German)

### Field of science and discipline:

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organization science

### Current fields of research:

Sensory Marketing, Retail Marketing, Transport Science, Tourism

### Previous fields of research:

B2B Marketing, Competitive Strategy

## Publications

- [Click here to view publications](#)

## Contacts

### Location at the university

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